

T E A M W O R K

LOUISIANA

Connecting People Growing Louisiana

Summer 2008

Hammond Develops Another Business Park

The city of Hammond has experienced such significant growth in the last several years that its 82-acre industrial park is completely filled. There are currently 14 companies located in the Hammond Industrial Park located on Conrad Anderson Road, just north of the Hammond Northshore Regional Airport. Collectively these companies have created over 120 jobs in a wide range of industries including everything from warehousing for Party Universe and Tombstone Pizza, to construction industry companies such as Gallo Mechanical and Rocker Electric, to the expansions



of Lawson Bone't and Premiere Fence.

To accommodate future growth, the Hammond Industrial Development Board purchased land and developed the Hammond Regional Commerce Center, a 170-acre business park located on Airport Road at Interstate-12. The multi-use park is designed for office buildings, light manufacturing and distribution.

The first tract of land was purchased by JBS Hammond, LLC, for the purposes of constructing an office complex to house its current employees and having room for future expansion. A contract

has been approved and signed for a second tenant, Jim Carey Distribution, to be located on a ten-acre tract.

Ideally located at 'the Crossroads of the South', Hammond is uniquely positioned at the intersection of I-55 (north-south) and I-10 (east-west). Both of these interstates are supported by parallel alternate routes U.S. Hwy. 51 (north-south) and U.S. Hwy 190 (east-west). The city has been home to big name distributors for years; however, it experienced a growth surge after the 2005 hurricanes because of its safety factor.

For more information, go to www.hidb.org. ●

Bass Pro Big Catch for Denham Springs

Bass Pro Shop held the much anticipated grand opening of its 48th destination retail store earlier this year in Denham Springs, Livingston Parish.

The 163,000 square-foot store, located at Interstate 12 and Range Avenue, is the equivalent to more than three football fields. The store anchors a 75-acre site which is prepared for future expansion.

The store is more of a museum of southeast Louisiana's landscape and its people, with more than 3,500 artifacts, pictures and mounts. A marine and boat center offer a full line of fishing boats. Other items range from clothing to sporting goods. There is the Islamorada Fish company restaurant with seating for 300 and a great view of the lake.



Entergy Operations Coordinator Kirk Kees; Entergy Economic Development Manager Sam Richardson; Bass Pro Store Manager Patrick McKee; LEDC Executive Director John Ware; Entergy Customer Service Manager Mary Broussard; and Entergy Account Service Representative Dennis Smith.

"This signature retail outlet has set the parish on a growth spurt like we've never seen and pumped into the economy all the benefits of creating 350 jobs," said John Ware, Livingston Economic Development Council executive director.

Bass Pro Shop invested approximately \$20 million in the store. Partial funding for infrastructure development was provided through local and state sales tax financing.

"We are pleased to be a part of this community and anticipate significant sales in southeast Louisiana," said Patrick McKee, Bass Pro Shop vice president. "I thank

Livingston Parish, LEDC and Entergy for all their support in getting this store open," he added.

For more information, visit the LEDC web site at www.ledc.net. ●

Sugar Refining Returns to St. John Parish

Louisiana Sugar Refining LLC broke ground on its million-ton-per-year sugar refinery recently next to Cargill's 200-acre riverfront complex in Reserve in St. John Parish.

The sugar refinery is a joint venture between Cargill and Sugar Growers and Refiners Inc., an agricultural cooperative of about 700 growers and seven member cane mills. Construction will take about 24 months, with commercial production beginning in the first half of 2010. ●

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Entergy's Project Rebuild a Future Keeps on Giving

Entergy's *Project Rebuild a Future* recently awarded \$10,000 to assist in educating 12 homeowners about home safety, security and energy efficiency in southwest Louisiana.

Making a home safe includes, but is not limited to safely walking around in the home; taking showers without falling; climbing good stairs or sturdy ramps; locking doors and windows; and weatherproofing for energy efficiency.

"This project will make these homes safer and secure for its residents and also assist elderly homeowners to outlive their homes," said Beverly Trahan, program manager.



Project Rebuild a Future was formed by Entergy Corporation to bring volunteers and communities together to improve the homes and lives of low income homeowners. ●

Serving Customers Is Their Focus

Entergy's team of customer service managers is a vital part of the service provided by the company. Their role in the company is to handle not only service issues but be a proactive part of the community's in which they serve.

The team members responsible for servicing Entergy Louisiana customers are the following:

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Teamwork Louisiana is published to promote Louisiana and provide an update on the local, national and international economic development efforts of Teamwork Louisiana and the people of Louisiana.

If you have comments or suggestions regarding the Teamwork Louisiana newsletter, send them to Perry Pertuit, 5353 Essen Lane, Suite 120, Baton Rouge, LA 70809 or e-mail ppertui@entergy.com. The website address is www.teamworklouisiana.com

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If you have business location or community development questions, please contact one of these team members:

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Albemarle Moves Headquarters to Baton Rouge

Specialty chemical manufacturer Albemarle Corp. is moving its headquarters from Richmond, VA to Baton Rouge. The company considered combining its executive and administrative offices for some time and evaluated several cities in the Southeast.

Company executives cited several factors in the decision, including the positive direction of the state and city, prior success with existing administrative and manufacturing activities in the Baton Rouge region and the state and local incentives package, which will help offset most of the company's relocation expenses. Albemarle leaders particularly cited Louisiana's recent ethics reforms and elimination of the sales tax on natural gas as key deciding factors.

Through a combination of relocations and new hires associated with the corporate headquarters move, Albemarle will create at least 30 new jobs in Baton Rouge by year end and new payroll of at least \$7.0 million per year, which amounts to more than \$200,000 per job.

According to an LSU economic impact analysis, the headquarters move will generate \$26.9 million in new sales, \$10.7 million in new earnings and 161 total new jobs (including indirect jobs) in its first full year of operation for Louisiana. ●



Modular Home Manufacturer to Offer Superior Homes

Superior Homes, LLC, a 50 year-old South Dakota-based modular home manufacturer announced it will locate a manufacturing facility in Clinton just outside Baton Rouge. Superior Homes of Louisiana, LLC, will operate in a new 71,000 square foot facility to build modular homes, schools, restaurants, dorms, cafeterias and other light commercial buildings.

State and local economic development officials were particularly excited about the project given that Louisiana still has a massive affordable housing need and Superior Homes will do its part to help fulfill that need.

The company plans to hire up to 150 people in the next few years at \$13.00/hour plus benefits, and generate \$3 million in capital investment.

Construction of the new homes and buildings is scheduled to begin October 1, 2008. ●



Food Incubator Offers Food Entrepreneur Training

The Louisiana Edible Creations Center, Louisiana's only incubator dedicated to the food entrepreneur is bringing the nationally recognized "From Recipe to Reality" seminar to Louisiana on July 12.

This seminar is part of the University of Nebraska Food Entrepreneur Assistance Program and designed specifically to assist food manufacturing entrepreneurs with an understanding of the key factors that need to be considered when starting a food manufacturing business. Topics include market research, product development, packaging, labeling, pricing, product introduction, promotional materials, food safety, and legal and business structure issues. In one day, entrepreneurs will gain valuable insight on the basics of starting a food business.

The 7,000 square foot LECC is located at the Lamar Dixon Expo Center in Gonzales and operated by the Ascension Economic Development Corporation, a non-profit economic development created in 2005 to foster economic growth in Ascension Parish.

For further information, please visit the AEDC web site at www.ascensionedc.com ●



Employees Keep Manufacturing in Louisiana

For 50 years, locally-owned Clement Industries used traditional methods of making steel trailers. It was purchased about two years ago by Alabama-based investors that were interested in expanding its product line to also include lighter weight aluminum trailers. Though initially the owners were seeking to acquire an existing facility outside Louisiana, employees presented the advantages of manufacturing the aluminum trailers in Minden.

The aluminum trailers are being manufactured in a new 20,000 square foot addition using robotic welding technology. The cutting edge equipment insures accuracies in materials and fitment (of parts welded together) during the welding process. It will also speed the process resulting in greater productivity and output.

The new line is anticipated to create 5 to 10 additional jobs with an investment of more than \$500,000. ●



Entergy Grant Seeds Cooperative Food Store in Returning New Orleans Neighborhood

Entergy awarded a \$25,000 open grant to the New Orleans Food Cooperative to assist with preliminary planning in establishing the city's only cooperative food store.

A check was presented to NOFC by Rod West, president and chief executive officer of Entergy New Orleans, Inc., in a ceremony March 19 at the planned site of the co-op grocery store in the old Universal Furniture Building at St. Claude and St. Roch Avenues.

The co-op store will provide healthy, affordable foods in the St. Claude Ave. corridor, an area that still does not have a single large grocery store following Hurricane Katrina. Locally produced, affordable food and accessibility to all members of the community are among the core values of the project.

“Successful economic development is driven by a team effort and Entergy New Orleans is happy to support this new food cooperative that

will serve the needs of St. Claude area residents and the city at large,” said Rod West, president and chief executive officer of Entergy New Orleans. “This grant is our way of supporting not just NOFC and the important services they bring to our city, but our customers who are still

rebuilding their lives and who are in need of basic services in their own neighborhood.”

The grant will pay for development of a market study, feasibility studies, development of the financial pro forma and Board training in preparation for the food store's planned opening in 2009. The store will occupy a 5,500 square foot section of the old furniture store. The 1922 structure will undergo a complete renovation to also house the Healing

Center, which will include an organic food restaurant, yoga studios, gallery space and a street university. ●



Rod West, president and CEO of Entergy New Orleans, Inc., at right, presents a \$25,000 check to Anne Sobol, treasurer of the New Orleans Food Cooperative, center. At-large councilmember Jackie Clarkson, left, made a \$100 contribution to become a NOFC member.

ENO Announces Partnership with Gentilly Civic Improvement Association

Entergy New Orleans' new economic development initiative, the Entergy Joint Venture Neighborhood Partnership Program, leapt into action in March when it developed a unified strategic plan for improvement and growth with Gentilly Civic Improvement Association, a New Orleans-based neighborhood association comprised of 22 neighborhoods in the Gentilly area.

The mission of the Entergy New Orleans Joint Venture Neighborhood Partnership Program is to work with the leadership of organized neighborhood associations that request

partnership assistance to improve their communities.

“This joint venture partnership designation signals that Gentilly is organized and prepared for growth,” said Gary Silbert, economic development director, Entergy New Orleans. “The GCI is a vital New Orleans organization that is focused on problem solving for the future and has the committed leadership to get it done. ●



Gary Silbert, Economic Development Director, Entergy New Orleans

Team City Conference Charts New Direction for Economic Development

Louisiana cities and parishes gather to foster statewide economic development

More than 400 people were “Charting a New Direction” at the annual Team City conference hosted recently by Entergy Louisiana, LLC, and Entergy Gulf States Louisiana, L.L.C., at the Baton Rouge Marriott.

The Team City conference is the state’s largest economic development conference and offers parish and city officials from across the state a networking opportunity designed to stimulate business and industry in their communities. The conference annually brings together community leaders and officials from industry and government to trade ideas in an effort to learn new ways to attract businesses and promote economic development.

“Team City, and now Teamwork Louisiana, are important parts of our efforts to help grow local economies across Louisiana,” said Renae Conley, president and chief executive officer of Entergy Louisiana, LLC, and Entergy Gulf States Louisiana, L.L.C. “There are some great ideas out there. By bringing together community leaders, businesses and government officials, we have a great opportunity to make a difference in communities across the state.”

This year’s conference celebrated the 20th anniversary of the Team City program by re-naming the economic development program. Team City became “Teamwork Louisiana: Connecting People, Growing Louisiana” in an effort to more accurately reflect what the conference is all about.

Shelley MacNary, director of economic development for Entergy’s Louisiana companies, said that Team City members are increasingly working together in regional alliances and that broader coalitions are fostering economic development in the state.

“What we’re finding is some communities are banding together to share resources,” she said. “Also, we find our job is connecting people and growing Louisiana, so we wanted to add that tagline. It’s cities, it’s regions, it’s parishes.”

In addition to MacNary and Conley, Stephen Moret, the Louisiana secretary of economic development, was a featured speaker at this year’s event. Breakout sessions allowed conference participants to hear the latest on Gov. Bobby Jindal’s plan for work force development and learn what retailers look for when selecting communities for new locations. A breakout session also demonstrated the new statewide building and site database and how it impacts local communities.

As part of the conference, cities and parishes set up booths to showcase their communities, with the top booths earning a cash prize. Grand Isle won first place and \$500 in the Best Booth competition, with St. John Parish (\$300) and the city of Zachary (\$200) coming in second and third, respectively. The city of Baker won \$100 for receiving the Exhibitor’s Choice award while St. James Parish won the Team Shirt award and a \$100 prize.

The President’s Award was given to Sister Bernie Barrett of the Holy Spirit Sisters of Ireland and Sister Karen Flaherty of the Daughters of Charity for their work in Lake Providence, LA.



Booth Winner 1st Place – Grand Isle



Booth Winner 2nd Place - St. John Parish



Booth Winner 3rd Place – Zachary



Sign In



Sheila Butler and group



Shelley MacNary

What's on the Calendar?

Entergy Economic Development hosted the first in a series of seminars to be held across the state to inform and educate economic and community developers about its marketing initiatives including the new Louisiana Site Selection Center, Louisiana's FREE, statewide Buildings & Sites Database and GIS mapping application with detailed Demographic and Business Data, Parish & Community Profiles and a Geospatial Data Download Portal to provide economic developers, site selectors, real estate consultants, business owners/CEO's and the national business community with a way to geographically analyze potential sites.

The Carencro Business Association held its first quarterly Business After-Hours Seminar called "Marketing Carencro for Growth" hosted by Entergy, a joint effort between Entergy Louisiana Economic Development (Ron Childress) and Entergy Gulf States Customer Service (Liz Duhon of Lafayette). The focus of the seminar was Entergy's new Louisiana Site Selection Center presented by Perry Pertuit of Entergy Louisiana Economic Development. A similar one-day seminar, presented by Northeast Louisiana Economic Development Alliance, Entergy Louisiana Economic Development and the cities of Bastrop and Winnsboro, LA on 'Competing for New Investments and New Community Development Programs.' Topics included site selection, marketing, development-ready communities, working with prospects, LED's community development network portal, business retention program, and Entergy's new Louisiana Site Selection Center. To learn about the Louisiana Site Selection Center, please visit the website at:

www.LouisianaSiteSelection.com

Upcoming Events

- **July 23, 2008.** Perry Pertuit, Senior Lead Analyst with Entergy Louisiana Economic Development and Victor Leotta, Owner/Sr. Project Manager, LEO LLC will present Entergy's Louisiana Site Selection Center at the Louisiana Board of Realtors annual Louisiana Realtors Commercial Development Conference in Shreveport July 23, a full-day of industry information and education for association members – www.larealtors.org/meetings/commercial.
- **August 6, 2008.** Entergy Louisiana Economic Development will host a

regional training session in LaPlace, LA on Entergy's new statewide Louisiana Site Selection Center on Wednesday, August 6, 2008, 10:00 am - Noon at the Quality Inn, Plantation Room, 3900 Main Street (also known as Highway 51). Please contact Bill Peperone for further details - contact info listed on page 2.

- **August 8, 2008.** Perry Pertuit, Senior Lead Analyst with Entergy Louisiana Economic Development and Victor Leotta, Owner/Sr. Project Manager, LEO LLC will present Entergy's Louisiana Site Selection Center during the "Regional Marketing for Your Community" session at the Louisiana Municipal Association's 71st Annual Convention in Lafayette, LA. The convention is the premier meeting for municipal officials in Louisiana and is anticipated to host more than 1,000 top decision makers from cities and towns throughout the state. For further information, please visit the association web site at www.lma.org/sitelist.htm.
- **August 14, 2008.** Entergy Louisiana Economic Development will host a regional training session at the McNeese State University Business Conference Center. The main feature of the training session will be Entergy's new statewide Louisiana Site Selection Center. This event is being co-hosted by the Louisiana Small Business Development Center at McNeese State University. The demonstration will be held from 10:00 am to 12:00 Noon on Thursday, August 14, 2008.
- **August 18-20, 2008.** Louisiana Economic Development and Louisiana Industrial Development Executives Association in cooperation with Business Retention & Expansion International. BASIC COURSE, Ruston, LA, at the Ruston-Lincoln Convention & Visitors Center and Chamber of Commerce, 2111 North Trenton Street, Ruston, LA 71270. Go to www.brei.org to register today! Entergy Louisiana Economic Development is a sponsor.
- **Webinars** – Web conference training on the Louisiana Site Selection Center. The Webinars will be geared to specific training: Community & Parish Profile Editors, Property Managers/Editors and General Overview and Capabilities of the Louisiana Site Selection Center. Sign-up on-line today, it's free!

Events, Dates and further details are posted on Entergy Louisiana's main website www.teamworklouisiana.com

Marketing

Entergy Economic Development participates in numerous economic development events throughout the year representing the company and the state of Louisiana.

- Entergy Louisiana Economic Development participated and co-hosted a Core Net consultant dinner event, San Diego, California on May 5th, 2008
- Consultants Forum sponsored by Area Development magazine, Austin, Texas, June 1-3.
- Global Petroleum Show, Calgary, Alberta, Canada, June 10-12.
- International Food Technologists Show, New Orleans, June 29 – July 2 ●



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